



SCOTTISH YOUTH THEATRE

DIGITAL MARKETING COORDINATOR

FIXED TERM FULL TIME CONTRACT
INFORMATION PACK

OCTOBER 2020

DIGITAL MARKETING COORDINATOR

JOB INFORMATION PACK

OCTOBER 2020

Contract:	Full time fixed term to 5 April 2021
Hours of work:	37.5 hrs per week
Salary scale:	£20,475 per annum (£10.50 per hour)
Responsible to:	Creative Producer
Probationary period:	1 month

Scottish Youth Theatre is seeking a Digital Marketing Coordinator to focus on marketing and promotion of the National Digital Artistic Programme in its second phase of 2020/2021.

We are seeking a highly motivated, multi-skilled individual with the ability to create engaging digital material that responds to young people at the centre of the theatre-making process and the need to promote the organisation through the programme strands.

You'll have a breadth of experience using websites, social media and other digital platforms that you can utilise to attract both young artists to participate and audiences to experience their digital work. You'll be passionate about the impact of the arts on young people and have the ability to create different narratives appropriate to the work and target audiences. A strong team player, you'll thrive on collaborating with others and at the same time be confident to progress campaigns against tight time schedules.

BACKGROUND

SCOTTISH YOUTH THEATRE

Scottish Youth Theatre exists to support aspiring and emerging artists in Scotland, aged 14-25, across intersections and geographies, investing in them to become theatre makers, cultural leaders, activists and agents of change.

Since the first meeting of minds in 1976, when theatre professionals and drama practitioners came together to establish a national youth theatre, thousands of young people have benefitted. The ways of working have changed over the years as youth theatre and creative learning have evolved but the core values prevail, supporting the personal and social development of young people through participatory theatre based programmes.

With a national focus, we explicitly create frameworks that enable young people to engage in projects and programmes that match their needs, interests and level of experience. In 2020 Scottish Youth Theatre deeply connects with the most pressing issues of the day for young people. We pride ourselves on creating the right environments for young creatives to flourish. An environment where they are at the helm of their own creative journeys and the work they make as individuals, small collectives and in ensemble groups, is their opportunity to interrogate, question and reflect on ideas and concerns that matter to them. We match them with experienced professionals to broaden their artistic horizons, challenge their assumptions and amplify their individual and collective voices.

We respect and celebrate young people's ownership of their creative work and decision making in the creative process; our organisation's role is to act as the conduit to new experiences, new explorations, new collaborations and new platforms. We recognise that not one size fits all, that individual lived experiences connect, collide, inform, inspire, conflict and we want to give space to them all.

Young artists tell us that through their participation they discover more about the kind of artist they are or want to be. They open their minds to the wider possibilities of theatre and live performance. They have an improved understanding of the Scottish theatre ecology and can make better informed choices about their own next steps. They are emboldened by the experience, they have a new peer creative network that will help sustain them for years to come and they have improved capacity to articulate and manage their wellbeing needs.

SCOTTISH YOUTH THEATRE NATIONAL DIGITAL ARTISTIC PROGRAMME

OCTOBER 2020-MARCH 2021

An inspiring six month programme that supports aspiring and emerging artists age 14-25 across intersections and geographies of Scotland.

Following the success of 'the lockdown programme,' these projects offer a range of inspiring opportunities that centralise young people's voices and agency in the co-creation of making theatre work, with a firm eye on equity of opportunity and personal wellbeing. Woven through the programme are professional mentorship, bespoke mental health support plus resources for access and digital participation.

Young artists will benefit from free participation in nurturing learning environments, immersed in new creative communities.

PROGRAMME SUMMARY

Generator: A series of creative conversations with leading arts professionals, focused around Allyship, Intersections and Skills Development to equip young artists to shape the future of Scottish theatre.

2020 Stories Part 2: A brand-new cohort of young writers, inspired by professional mentors, creating new stories for performance. In partnership with Playwrights Studio Scotland.

Now You See Me: A workshop programme of spoken word, music and poetry held by and for artists of colour, culminating in a live online event. In partnership with RCS Transitions and in association with Seeds of Thought.

National Ensemble 2020 Part 2: Young artists continue their campaign for climate justice through new lines of enquiry and experimental digital works. Collaboration with Director Melanie Jordan.

Making Space: Sixteen resident artists engaging in bespoke artistic development making cross art form work, shared through an innovative online festival.

The programme has been made possible thanks to financial support from Creative Scotland Open Fund: Sustaining Creative Development, The Foyle Foundation, The John Thaw Foundation, CMS Charitable Trust, The Nimar Trust.

HOW TO APPLY

Please send the following:

- An email of application (maximum 1,000 words), clearly demonstrating how you meet the requirements of the role as laid out in the [Job Profile](#) below, with specific reference to the sections headed ***Knowledge & Experience*** and ***Skills & Qualities***
- Your CV, including work history, qualifications and further training, **maximum four sides A4**
- Links to examples of your digital marketing work (optional)
- The name and contact details of 2 referees (please note referees will not be contacted before interview)
- Confirmation that you are available for interview on Thursday 29 October 2020

Attachments should not exceed 10MB.

Please send your application to: Jacky Hardacre, Chief Executive jacky@scottishyouththeatre.org marked ***Digital Marketing Coordinator Application***. Receipt of all applications will be acknowledged.

Application deadline	5.00pm, Tuesday 20 October 2020
Interviews (online)	Thursday 29 October 2020

Scottish Youth Theatre respects and adheres to Equal Opportunities legislation, in particular the Equality Act 2010.

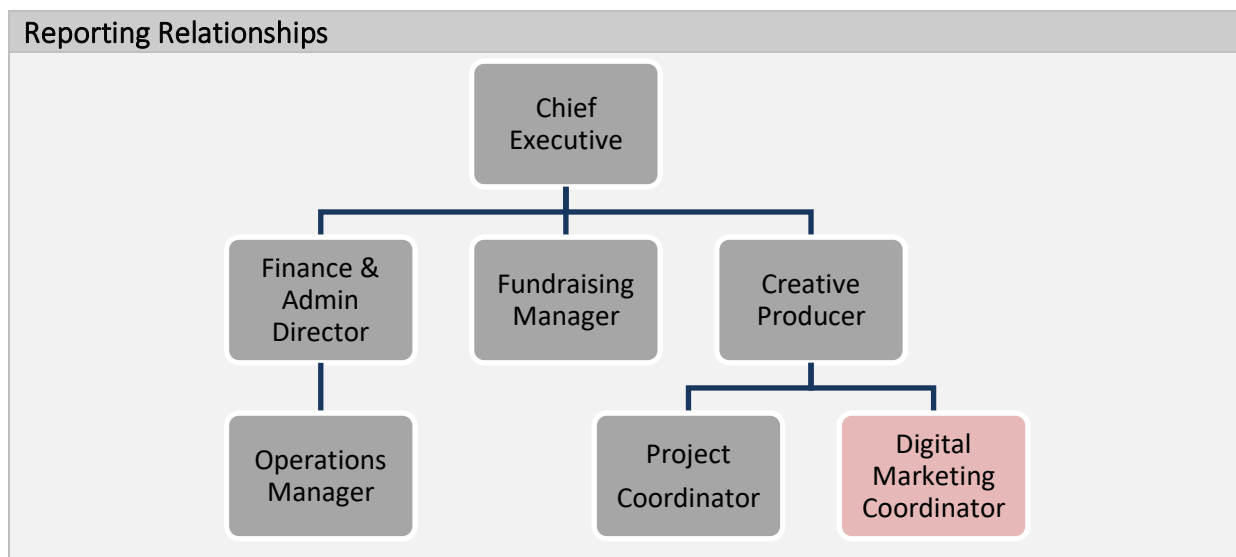
Shortlisted candidates will be asked to demonstrate their eligibility to work in the UK.

JOB PROFILE: DIGITAL MARKETING COORDINATOR

Job Details	
Job title	Digital Marketing Coordinator
Contract	Fulltime, fixed term to 5 April 2021
Salary scale	£20,475 per annum
Hours of work	37.5 hrs per week
Leave entitlement	Up to 12 days (depending on start date)
Version date	October 2020

Job Purpose

Generating digital content and maximising the use of relevant digital platforms, attract young theatre-makers in Scotland to participate in the company's National Digital Artistic Programme October 2020 to March 2021. Promote the work they create to target and general audiences.



Objectives

The Digital Marketing Coordinator will be expected to:

- Generate and share digital content for a range of participants and audiences to promote the National Digital Artistic Programme in the period November 2020 – March 2021
- Collaborate with the Scottish Youth Theatre team to develop and deliver digital marketing campaigns for specific projects, making the most of different platforms
- Engage with participant artists (age 14-25) to profile and celebrate them and their creative work on our digital platforms
- Analyse data and the reach of campaigns to inform future practice
- Provide general marketing know-how and design skills to support the core team

Knowledge & Experience

The post holder needs to be able to demonstrate:

- High proficiency with relevant IT and design packages, particularly Adobe Creative Cloud applications (photoshop, premier pro etc)
- Competency and confidence working with website CMS and social media channels
- Understanding of effective methods of communication appropriate to different tasks and audiences
- Experience of working collaboratively with others in a creative context
- Knowledge of marketing good practice, data and audience analysis to support assessment of the reach and effectiveness of campaigns

Skills & Qualities

The post holder is expected to demonstrate:

- Ability to create engaging narratives using written, visual and moving image formats
- Skills in editing and manipulating images; video editing skills would be an advantage
- Natural ability to collaborate, able to contribute to effective team dynamics in a range of contexts
- Able to act with appropriate levels of discretion and confidentiality in handling sensitive data and information
- Able to coordinate campaigns and manage own workload
- Eager to develop personal skills set in areas of digital marketing
- A keen interest in the creative industries, particularly supporting young artists, theatre and its related disciplines

Core Competencies

The post holder is expected to demonstrate the following company-wide behaviours:

Service

- Consistently aims for the best possible outcomes for young people and other stakeholders
- Consistently delivers courteous and prompt service, making every effort to be flexible and approachable
- Communicates effectively with all external stakeholders and enquiries
- Is a positive representative of the organisation
- Anticipates and plans for potential problems
- Makes sound, timely and appropriate decisions
- Values diversity – respects all values and viewpoints

Quality

- Is a role model for professionalism
- Continually looks for opportunities to improve current working practices and levels of service
- Makes optimum use of organisational resources
- Seeks feedback from colleagues and other stakeholders and responds positively
- Generates creative approaches and ideas to benefit the team and organisation
- Focuses on solutions rather than problems

- Continually updates skills and knowledge

Team

- Is committed to the aims and objectives of the organisation
- Makes a full contribution to successful team performance
- Takes appropriate levels of initiative
- Asks for help when under pressure and helps others when they are under pressure
- Demonstrates flexibility where required to do so
- Collaborates well with others, respecting all viewpoints
- Shares information and communicates in a timely and professional manner
- Has a positive perspective on change

Role Requirements

- Relevant experience of working in a marketing context to a level commensurate with the needs of the role
- Have the ability to work flexibly and undertake evening and weekend work when required
- Under Scottish Government COVID-19 Guidelines, the post holder will be required to work from home the majority of the time and/or until such time as a return to office based working is deemed appropriate
- This role involves regulated work with young people and as such, the successful applicant will be required to register with the Protection of Vulnerable Groups (PVG) scheme (this will be administered and paid for by Scottish Youth Theatre before a firm offer of employment is made)

Scottish Youth Theatre
105 Brunswick Street
Glasgow G1 1TF

www.scottishyouththeatre.org

Scottish Youth Theatre is a charity registered in Scotland SC014283